

INVITATION

TRAVEL WITH PLATON TO LONDON

PACKAGE PRICE:
EUR 2,100
exclusive of VAT



4-STAR LUXURY HOTEL



DINNER AT GORDON RAMSAY



GARTNER BI SUMMIT 2010:

+ INFORMATION & INSIGHT

+ ADVICE & INSPIRATION

+ NETWORKING

PLATON INVITES YOU ON A TRIP TO THE GARTNER BI SUMMIT 2010 IN LONDON

WHAT IS THE GARTNER BI SUMMIT?

It will be the 11th time that Gartner hold its annual BI Summit in 2010, which is one of the largest IT conferences focusing on Business Intelligence (BI). The conference gathers around 900 decision makers and specialists every year, representing a broad range of industries. Gartner BI Summit 2010 will stretch over 2 days and present a large number of conference sessions with Gartner analysts, keynotes, panels, interviews, case studies, workshops, analyst one-on-ones, leading international BI technology and service providers and much more.

THE MAIN THEME OF GARTNER BI SUMMIT 2010:

Building the "Business" in BI: - Plan, Platform, People, Performance

The world has changed. Regardless of the impact of the recent economic downturn on your organization, there is a general consensus that the business and economic landscape will not return to the pre-crisis state - but will eventually stabilize into something different. New business patterns will emerge; new ways of doing business will be exploited by early adopters to gain competitive advantage.

Business Intelligence and Performance Management will play a significant role in helping your organization identify and understand the potential impact of these new patterns. New ways of using BI, coupled with the increasing sophistication of analytic applications and the emergence of mash-ups, offer huge potential for IT to help build the business in this new world.

The theme is presented by the 4 tracks: **Plan, Platform, People and Performance**. Gartner will give you an insight into this "new world" and advise on how your company gains a competitive advantage. They will show you how to leverage BI and Performance Management approaches and technologies to capitalize on the new and changing business patterns.

Please read more about the Gartner BI Summit 2010 at www.gartner.com



DATE:

Arrival in London: Sunday 31 January.

Departure from London: Tuesday 2nd February.

CONFERENCE VENUE / OUR HOTEL:

Royal Lancaster Hotel

Lancaster Terrace

London, W2, United Kingdom

www.royallancaster.com

RESTAURANT:

maze - Gordon Ramsay

10 - 13 Grosvenor Square

London, W1K 6JP, United Kingdom

www.gordonramsay.com/maze



WHY SHOULD YOU TRAVEL TOGETHER WITH PLATON?

WHY SHOULD YOU TRAVEL TOGETHER WITH PLATON?

Why travel by yourself when you can travel together with a large group of colleagues from the business? Platon's travel package gives you the best opportunity to meet like-minded individuals, share impressions, exchange your experiences and thus expand your network.

During the conference Platon will also arrange an exclusive session with a Gartner analyst. Platon has participated in the Gartner BI Summit for many years and our experience enables us to help you choose the best sessions.

Last but not least Platon will handle all practical matters regarding the trip and offer you the whole package at a very favorable price.

THE PACKAGE CONTAINS:

The standard entrance price to the Gartner BI Summit 2010 is around EUR 2,400 exclusive of VAT. Platon has the pleasure of inviting you on the trip at a **total cost of EUR 2,100 EURO exclusive of VAT for the whole package.**

- Entrance to Gartner BI Summit 2010.
- Transport to and from the London airport
- 2 nights in a single room incl. breakfast at the 4-star Royal Lancaster Hotel, where Gartner BI Summit 2010 is held
- Informal dinner on Monday night at Maze by Gordon Ramsay
- Private session with a Gartner analyst

If you already have a ticket for the Gartner BI Summit 2010, we can offer you the above mentioned package at a price of EUR 600 exclusive of VAT.

Please note that the travel package is excluding flight tickets, but we would of course be pleased to help you book your flight tickets. We will add the extra cost to the package price.

ADDITIONAL EVENT:

Street fashion, old pubs, multiculturalism and football - London has it all. Platon has therefore decided to fly our participants to London on Sunday at noon, so we have a great day for networking in this amazing capital city. We will schedule a Sunday event (*optional participation*), which will be either a football match or one of the world famous London Musicals. Participation in the Sunday event will imply an additional cost on top of the package price.



ROYAL LANCASTER HOTEL

We will stay at the renowned Royal Lancaster Hotel, located in the heart of London. The 18-storey 4 star deluxe hotel has 416 bedrooms with all modern facilities, an award-winning Thai Restaurant, the super-chic Island Restaurant and Bar, a lounge bar and much more. The Royal Lancaster hotel offers great views of Hyde Park and London skyline. The Gartner BI Summit 2010 is held at the Royal Lancaster Hotel.



MAZE BY GORDON RAMSAY

The Michelin-star restaurant, Maze, by Gordon Ramsay has style in abundance, stunning contemporary design by David Rockwell and overlooks beautiful Grosvenor Square gardens in Mayfair. Maze by Gordon Ramsay breaks the formal traditions of French cuisine by adopting Asian influences in tasting style dishes. In addition to being awarded a Michelin star, Maze has been named "Restaurant of the Year", "Best Breakthrough Restaurant", "Best Kitchen" as well as many other great nominations.

REGISTRATION & RESERVATION

We hope that you will travel with us to the Gartner BI Summit 2010 in London. You can register with Jonas Mortensen via email: jmo@platon.net or telephone: [+45 7028 3000](tel:+4570283000). Upon registration you will receive a confirmation mail containing details of payment and cancellation.

We have reserved a limited number of seats on this trip and can only offer the mentioned package until all seats are booked. Therefore we recommend fast registration.

As we only have a limited number of seats, we can offer to [reserve a seat](#) for you for up to 30 days. We will contact you by the end of the 30 day period and ask whether you would like to sign up for the trip or be removed from the reservation list ([without any charge](#)).

If you have any practical questions, you are always welcome to contact Jonas Mortensen on email: jmo@platon.net or telephone: [+45 7028 3000](tel:+4570283000).

We are looking forward to traveling with you!



A LITTLE EXTRA

The first 5 people who register for the Platon trip will be rewarded with an original Premier League football shirt of their own choice.



ABOUT PLATON

Platon is a leading global independent consulting company, specializing exclusively in Information Management and related business areas. Independence is a cornerstone in our strategy. This means that we do not resell software or hardware. Our services are delivered to a broad number of companies and organizations all over the world. The Platon Group has offices in Denmark, Sweden, Norway, Finland, Iceland, United Kingdom, USA and Australia. Please read more at www.platon.net

FLIGHT TICKETS:

Please note that the travel package is excluding flight tickets, but we would of course be pleased to help you book your flight tickets. We will add the cost to the package price.

HOTEL:

If you want to stay at the hotel for more nights than specified in the travel package, that is of course also possible.

PLATON - A SILVER SPONSOR

Platon has once again decided to be a silver sponsor at the Gartner BI Summit.

Therefore you will always find us in the exhibition area.